

ABSTRACT OF THE DISCLOSURE

Labels having a permanent section and at least one removable coupon section are made from polymeric sheets or rolls suitable for printing and forming, at high rates of production, blown or injection in-mold labeled plastic containers are based on a polymeric white opaque, transparent, translucent or contact clear substrate monoaxially oriented and having a thickness in the range of 0.002 to 0.008 inches. The polymer film is reverse patterned with an adhesive coextensive with the detachable portion then overcoated on the container-facing side with a continuous coating of heat activatable adhesive. Such sheet or roll can be printed and then cut into individual labels for affixing to the container as part of a in-molding process. Recyclable containers are provided at high speed without missing labels or doubled labels due to feeding problems. The labels are firmly adherent, except for the removable coupon, and squeeze-release resistant and the indicia, because, in clear and contact-clear versions, are viewable through the labels themselves, are protected against spillage and abrasion.